

FCC EEO Public File Report
WHYY, Inc.
April 1, 2004 - March 31, 2005

Careers at WHYY, Inc.

Recruitment Activity – April 1, 2004 through March 31, 2005

The report has been prepared on behalf of the Station Employment Unit that is comprised of Stations WHYY-TV, Wilmington, Delaware; WDPB(TV), Seaford, Delaware and Station WHYY-FM, Philadelphia, Pennsylvania. The information below represents the recruitment activity for all regular full and part-time positions during the period of April 1, 2004 through March 31, 2005. All open positions are listed on WHYY's website and Intranet, as well as bulletin boards located in the Philadelphia, Pennsylvania and Wilmington, Delaware facilities. Notices of job openings are also sent to industry-specific websites and publications, local newspapers, national employment websites and local organizations, including universities. From time to time, notices of employment opportunities are sent via e-mail or U.S. mail to the organizations listed in Attachment A.

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Source Interviews	Hire Source
Civic Space Producer	2	WHYY website	1	WHYY website
On-Air Premium Associate	4	WHYY website Philadelphia Inquirer Careerbuilder.com Employee Referral	2 1 1	WHYY website
News Director, "Delaware Tonight"	7	WHYY website NATAS website Internal Candidate	5 2	Internal Candidate
TV News Producer, "Delaware Tonight"	8	WHYY website Univeristy of Delaware website RTNDA website NATAS website	7	WHYY website
Web Developer	5	WHYY website University of the Arts website Rowan Univeristy website Mailing to #s	5	WHYY website
Researcher & Web	8	WHYY website	3	Internal

Content Provider, "Fresh Air"		Employee Referral	1	Candidate
		Internal Candidate	3	
Grants Associate	2	WHYY website	1	Employee Referral
		Employee Referral	1	
Children's Services Coordinator	3	WHYY website	1	Higher Ed Jobs.com
		Philadelphia Inquirer	1	
		Careerbuilder.com		
		The Morning Call		
		Newspaper		
		Techer's Magazine,		
		"Agent K-12"		
		West Chester University		
		website		
		University of Delaware		
		website		
		Widener University		
		website		
		LaSalle University		
		website		
		HigherEd Jobs.com	1	
Corp. Underwriting Representative	11	WHYY website	5	Employee Referral
		Philadelphia Inquirer		
		Careerbuilder.com		
		The Trentonian		
		Newspaper		
		U.S. 1 Newspapers		
		Monster.com		
		Right Management		
		website		
		Employee Referral	3	
Associate Director, "Delaware Tonight"	7	WHYY website	3	Internal Candidate
		TVJobs.com		
		Rowan Univerisity		
		website		
		Internal Candidate	2	
		Employee Referral	1	
Radio Operations Production Assistant	9	WHYY website	5	Internal Candidate
		Internal Candidate	3	
		Employee Referral	1	
Civic Space Producer	2	WHYY website	1	WHYY website
		TV Jobs.com		
		University of the Arts		
		website		
		Temple University		
		Job Board		
		Employee Referral		
Executive Director, Development	9	WHYY website	1	Job not filled
		Salveson Stetson	2	
		Group		
		Chronicle of Philanthropy	5	

		CURRENT		
		Greater Philadelphia		
		Cultural Alliance website		
		Association of Fundraising		
		Professionals -		
		Grater Philadelphia		
Special Events	9	WHYY website	3	WHYY
Coordinator		Greater Philadelphia	3	website
		Cultural Alliance		
		website		
		Nexus (nonprofit		
		publication)		
		Internal Candidate	2	
		Employee Referral	1	
On-Air Premium	4	WHYY website	2	WHYY
Associate		Philadelphia Inquirer	1	website
		Careerbuilder.com		
		Employee Referral	1	
Manager, Production	2	WHYY website		Careerbuilder
Budgeting and		Philadelphia Inquirer		com
Administratrtion		Careerbuilder.com	2	
		Monster.com		
Coordinator,	7	WHYY website	5	Internal
Member and		Internal Candidate	2	Candidate
Audience Services				
91FM Temporary	5	WHYY website	4	WHYY
Anchor		Connecticut School		website
		of Broadcasting		
		Internal Candidate	1	
		Employee Referral		
Director, Direct	5	WHYY website	2	Employee
Marketing		Philadelphia Direct		Referral
		Marketing Association		
		Greater Philadelphia	1	
		Cultural website		
		Philadelphia Inquirer		
		Careerbuilder.com		
		Employee Referral	2	

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Children's Services Coordinator	3	WHYY website Philadelphia Inquirer Careerbuilder.com The Morning Call Newspaper Techer's Magazine, "Agent K-12" West Chester University website University of Delaware website Widener University website LaSalle University website HigherEd Jobs.com	1 1 1	Higher Ed Jobs.com
Corp.Underwriting Representative	11	WHYY website Philadelphia Inquirer	5	Employee Referral

Attachment A

Recruitment Sources used for Full and Part-time Job Openings

The Non-Profit Nexus
At LaSalle University
1900 W. Olney Avenue
Philadelphia, PA 19141
215-951-1454
Contact: Lisa Slawinski
slawinsk@lasalle.edu

The Global Media Group
(The Philadelphia Tribune)
3325 Wilshire Boulevard
Suite 1230
Los Angeles, CA 90010
Contact: Clifford Roberts
888-980-5800 x-33

Careerbank.com
Wayne Mickens
866-448-5044 x100

Yahoo! Hotjobs.com
Contact: Scott Sweeney
646-351-5345

Agent K-12
Education Week
6935 Arlington Road
Suite 100
Bethesda, MD 20814
888-329-2372
recruiters@AgentK-12.org
www.AgentK-12.org
Contact Titilayo Ellis

Corporation for Public
Broadcasting
CPB Jobline
901 E. Street, N.W.
Washington, DC 20004

Association of Fundraising
Professionals
Greater Philadelphia Chapter
308 East Lancaster Avenue
Suite 110
Wynnewood, PA 19096
610-642-0599
chapter@afp-gpc.org
www.afpgpc.org

Careerbuilder.com
Contact: Laura Morris
888-488-4473 x-5512
laura.morris@careerbuilder.com

The Greater Philadelphia Cultural
Alliance
100 S. Broad Street, Ste. 1530
Philadelphia, PA 19110
215-557-7811
gpc@philaculture.org
www.philaculture.org

Monster.com
Contact: Sarah Williamson
1-800-666-7837 x-2573
Sarah.Williamson@monster.com

TVJobs.com
P.O. Box 4116
Oceanside, CA 92052
760-754-8177
support@tvjobs.com
Contact: Mark C. Holloway
markch@tcjobs.com

202-879-9600
<http://www.cpb.org/jobline>

National Association of
Broadcasters (NAB)
1771 N. Street, NW
Washington, DC 20036
202-429-5300
Fax: 202-429-4199
nab@nab.org

Arcadia University
430 S. Easton Road
Glenside, PA 19038
1-877-272-2342
admiss@arcadia.edu

Chestnut Hill College
Office of Graduate Admissions
9601 Germantown Avenue
Philadelphia, PA 19118
215-248-7126
graddiv@chc.edu

Rider University
2083 Lawrence Road
Lawrenceville, NJ 08648
609-896-5036
grdsrv@rider.edu

Rutgers, The State University
Of New Jersey
Van Nest Hall
P.O. Box 5053
New Brunswick, NJ 08903
732-932-1766
lugin@rci.rutgers.edu

Audio Engineering Society, Inc.
P.O. Box 1166
Philadelphia, PA 19105
215-327-7105
Contact: Rebecca Mercuri
<http://www.aes.org>

University of Delaware
Department of Career Services
302-831-8479
www.udel.edu/csc/ft-listing.html
Contact: Joyce Henderson

Cabrini College
610 King of Prussia Road
Radnor, PA 19087
1-610-902-8600
gpsadmit@cabrini.edu

LaSalle University
1900 W. Olney Avenue
Philadelphia, PA 19141
215-951-1593
Fax: 215-951-1843

Rowan University
Memorial Hall
The Graduate School
Glassboro, NJ 08028
856-256-4050
gradoffice@rowan.edu

Temple University
243 Ritter Hall
1301 Cecil B. Moore Avenue
Philadelphia, PA 19102
215-204-8011
www.temple.edu

University of Delaware
111 Alison Hall West
Newark, DE 19716
302-831-6932
ifstgrad.coord@udel.edu

West Chester University
McKelvie Hall
102 Rosedale Avenue
West Chester, PA 19383
610-436-2387
gradstud@wcupa.edu

The Morning Call Newspaper
Classified Advertisement Dept.
P.O. Box 1260
Allentown, PA 18105
610-820-6565
Fax: 610-820-6756

The National Academy of
Television Arts and Sciences
Philadelphia Chapter
NATAS/Philadelphia
825 Merrill Road
Ambler, PA 19002
Contact: Jill Koshla
natasphl@msn.com

The Star Ledger
Classified Department
One Star Ledger Plaza
Newark, NJ 07012
973-877-4065
Fax: 973-877-4129

Nonprofit Oyster
220 Highlands Lake Drive
Cary, NC 27511
www.nonprofitoyster.com
561-638-1769
Contact: Alex Pruteanu

University of Pennsylvania
3700 Walnut Street
Philadelphia, PA 19104
215-898-5356
admissions@gse.upenn.edu

Widener University
One University Place
Chester, PA 19013
610-499-4251
center.for.education@widener.edu

Radio-Television Directors Assoc.
RTNDA
1600 K Street, NW
Washington, DC 20006
202-467-5257
Contact: Janet Grerety
janetg@rtnda.org
<http://www.rtnda.org>

The Cittone Institute
Computer Education Center
3600 Market Street
Philadelphia, PA 19104
215-382-1553 x-212
Contact: Yvetter Pickens
Director of Career Services
ypickens@cittone.com

Wilmington News Journal
Employment Classified Ads
Wilmington, DE 19801
302-324-2500
Fax: 302-324-5511

Philadelphia Business Journal
400 Market Street
Ste. 300
Philadelphia, PA 19106
215-238-1450
Fax: 215-238-1466
Philadelphia@bizjournals.com
Contact: Ryan Delman
rdelman@bizjournals.com

Villanova University
800 Lancaster Avenue
Career Services Office
Corr Hall
Villanova, PA 19085
610-519-4062
Fax: 610-519-7828
<http://careers.vill.edu>

National Association of
Black Journalists
8701-A Aldelphi Road
Aldelphi, MD 20783
301-445-7100
www.nabj.org

Current
1612 K Street, NW
Ste. 704
Washington, DC 20006
202-463-7055 x 36
Contact: Danielle Mungin
www.current.org

Main Line Life Newspaper
311 E. Lancaster Avenue
Wynnewood, PA 19096
610-896-9555
www.mainlinelife.com

The Northeast Times
2512 Metropolitan Drive
Trevose, PA 19053
215-355-9009
Classified: 215-355-1234

Idealist.org
79 Fifth Avenue
17th Floor

Broadcasting & Cable
P.O. Box 15157
North Hollywood, CA 91615
617-558-8725
Contact: Kristin Parker
www.broadcastingcable.com

National Hispanic Media Coalition
2514 S. Grand Avenue
Los Angeles, CA 90007
213-746-6988
Fax: 213-746-1305
Contact: Alex Nogales
nhmc@azteca.net

The Pew Center of Civic Journalism
Pew Center
100 Baltimore Avenue
Ste. 101
College Park, MD 20740
301-985-4020
www.pewcenter.org

South Philadelphia Review
12th & Porter Streets
Philadelphia, PA 19148
southphillyreview.com
Contact: Eleanor Puggi
215-336-2500 x-105

The City Paper
123 Chestnut Street, 3rd Floor
Philadelphia, PA 19106
215-735-8444
www.citypaper.net

The Courier Post
P.O. Box 5300
Cherry Hill, NJ 08034
Contact: Tina Ryan
856-317-7815

The Philadelphia Inquirer/Daily News
P.O. Box 8263
Philadelphia, PA 19101

New York, NY 10003
212-843-3973
Contact: Lindsay Stark
Lindsay@idealist.org

Journalismjobs.com
Berkely, CA
510-653-1521
contact@journalismjobs.com

PRSA Newsletter
1 Belmont Avenue
Suite 420
Bala Cynwyd, PA 19004
610-617-9560
Contact: Lee Marshall
lee.marshall@businesswire.com

215-854-2000
Classifieds: 800-341-3413
triclassifieds@phillynews.com

The Chronicle of Philanthropy
1255 23rd St., NW
Suite 700
Washington, DC 20037
202-466-1230
www.philanthropycareers.com
help@philanthropy.com

**Supplemental Outreach Initiatives
April 1, 2004 through March 31, 2005**

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
4. Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcasting employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Below is a list of Supplemental Outreach Initiatives WHY Y participated in from April 1, 2004 to March 31, 2005:

Menu Category

5). During the period of April 1, 2004-March 31, 2005, 51 people participated in WHY Y's internship program which provides students enrolled in four-year undergraduate programs with college credit and the opportunity to learn some of the skills needed for a career in broadcasting

8-A). On May 14, 2004 all management level WHY Y staff participated in the Station's Annual Performance Management Education Program.

8-B). WHY Y provides its employees a Tuition Reimbursement Program, which five staff members participated in during this time period.

8-C). In May 2004, five members of management staff participated in a six-week leadership training seminar entitled "Leadership With Purpose" conducted by Learning Vision Partners.

10-A). On April 4, 2004 WHY Y hosted a career day sponsored by a local high school for students interested in a broadcasting career.

10-B). On April 26, 2004 WHY Y staff spoke to undergraduates at the University of Pennsylvania on the topic of "Careers in Media and Communications."

10-C). On October 14, 2004 WHY Y staff discussed broadcasting as a career with students at Temple University.

10-D). On November 14, 2004 WHY Y hosted 11 students participating in the Philadelphia School District's Shadowing Day, with staff members briefing students on various career options.

14). By December 31, 2004 all WHY Y management employees were educated on the Station's harassment policies and how they are to deal with various situations if they occur.